

# **BRIDGEND TOWN – A48**



February 2025

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## 1.0 INTRODUCTION

- 1.0.1 This report presents the outcomes of recent community engagement undertaken as part of the active travel plans along the A48, between Hernston Lane junction and Ewenny Road roundabout. The report shows the results of an in-person community engagement event that took place on Wednesday 18<sup>th</sup> September 2024, and online survey in which residents were given the chance to have their say on the current A48 active travel plans. All correspondence was conducted in Welsh and English.
- 1.0.2 The following sections display the plans for active travel along the A48, shown to residents in-person and online, and will outline the key objectives of such plans. Chapter 2.0 will present the outcomes of the engagement session, summarising the results of the survey conducted during the in-person community event and made available online, and analysing the combined results to determine public support for the proposed plans. Chapter 3.0 will conclude the findings of this report and outline the next steps of the active travel scheme.

### 1.1 SCHEME OVERVIEW

- 1.1.1 Figure 1 (see page 5) was presented to residents during the in-person community engagement event and was also attached to the online survey. The map outlines the site of the plans for active travel along the A48, between Hernston Lane junction and Ewenny Road roundabout, including additional active travel infrastructure and improvements to the existing path.

### 1.2 OBJECTIVES OF THE SCHEME

- 1.2.1 The objectives of the A48 active travel scheme, as outlined by the WelTAG, are:
- To deliver an active travel route that is fully compliant with current guidance and standards, including those set out in the Active Travel (Wales) Act (2013), by March 2026.
  - To successfully implement the redesign of the crossing points at Hernston Lane junction and Ewenny Road junction, providing a safer and more coherent method of travelling through the area by means of active travel, and achieving an active travel route audit score of above 80%.
  - To enhance connectivity between Picton Court Roundabout and Ewenny Road Roundabout (Brynteg School) through a continuation of INM-BR-45, in turn, decreasing the amount of people that walk or cycle less than once a fortnight from 15% (established in the public engagement survey) to 8% by 2027.



## 2.0 SUMMARY OF PUBLIC ENGAGEMENT

- 2.0.1 This chapter contains the results of the in-person engagement session and the online survey conducted as part of the active travel plans along the A48. As the same survey was made available to residents during the in-person engagement session and later online, both sets of results have been combined for analysis below. A total of 27 participants completed the survey.
- 2.0.2 The following sections present and analyse the results of the survey in order of question, utilising tables and clustered column charts to illustrate the results of each survey (in-person and online), and pie charts to show the combined results and outcome of each question in a comprehensive format.

### 2.1 METHODS OF PROMOTION

- 2.1.1 BCBC adopted numerous strategies to promote the community engagement session, ensuring that it informed as many residents as possible. Promotional posters (Figure 2) were placed in high-traffic areas within Bridgend Town and posted online prior to the session. BCBC also advertised via social media, weekly resident bulletin posts, and conducted outreach through relevant stakeholder groups.
- 2.1.2 The community engagement session took place on Wednesday 18<sup>th</sup> September 2024, 4:30pm-7pm. In order to allow the most residents to attend, the session was organised to take place outside of typical work hours and adopted a drop-in nature with a short presentation at the beginning, enabling residents to drop-in at the most convenient time.
- 2.1.3 Before residents left the session, they were asked to complete a short survey, made available by paper copies and a digital copy accessed via a QR code, on their thoughts on the scheme. The questions and responses can be seen in the tables below.
- 2.1.4 Following the community engagement session, the online survey was advertised through social media and resident bulletin posts in an attempt to engage with residents that had not attended the in-person event. All promotional measures were undertaken in both Welsh and English.



**Figure 2. Examples of a poster (in Welsh and English) that was posted in high-traffic areas throughout Bridgend Town to advertise the in-person active travel engagement session, and later, the online survey that was made available for two weeks after the in-person event.**

## 2.2 Q1: HOW OFTEN DO YOU WALK OR CYCLE IN YOUR DAILY TRAVEL?

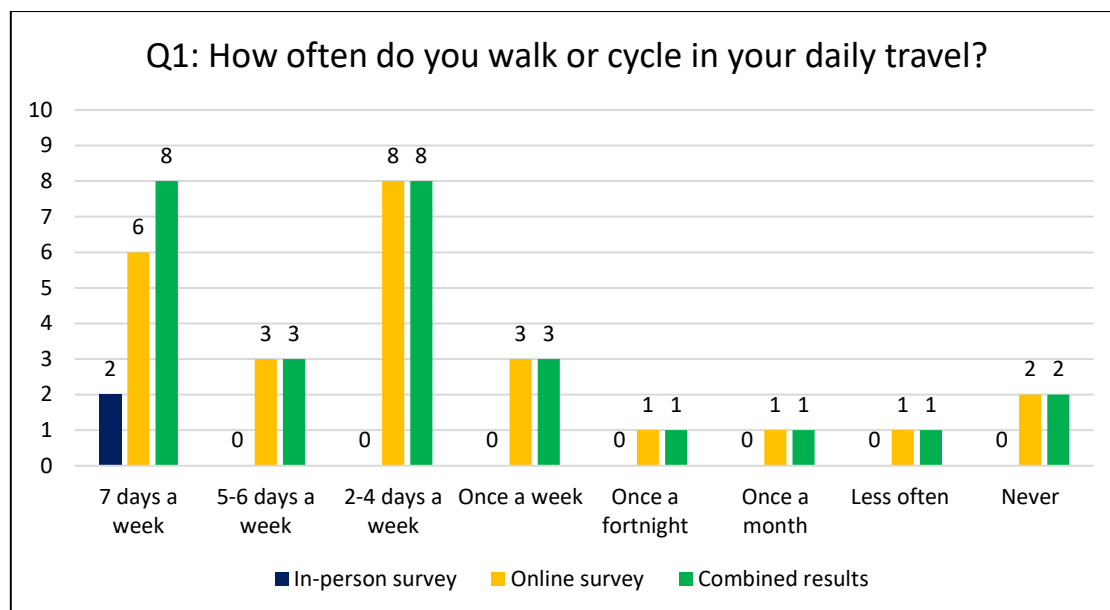
- 2.2.1 The first question of the survey aims to measure current use of active travel by Bridgend Town residents as part of their daily commute. Quantifying this allows for estimates to be made of current demand for an improved active travel infrastructure, the potential for increasing use of active travel, and future level of use comparisons to measure the effectiveness of the active travel scheme.
- 2.2.2 The survey results (Table 1) show that 30% of people walk or cycle 7 days a week as part of their daily travel, and another 30% 2-4 days a week. A further 11% and 11% indicated that they walk or cycle 5-6 days and once a week respectively. Such results demonstrate that a significant proportion of residents that completed the survey frequently utilise active travel as part of their daily travel.

Q1: HOW OFTEN DO YOU WALK OR CYCLE IN YOUR DAILY TRAVEL?									
	7 days a week	5-6 days a week	2-4 days a week	Once a week	Once a fortnight	Once a month	Less often	Never	Total
IN-PERSON SURVEY	2	0	0	0	0	0	0	0	2
ONLINE SURVEY	6	3	8	3	1	1	1	2	25
<b>COMBINED RESULTS</b>	<b>8</b>	<b>3</b>	<b>8</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>27</b>

**Table 1. Results of survey question 1, "How often do you walk or cycle in your daily travel?", divided by the categories "in-person survey", "online survey", and "combined results".**

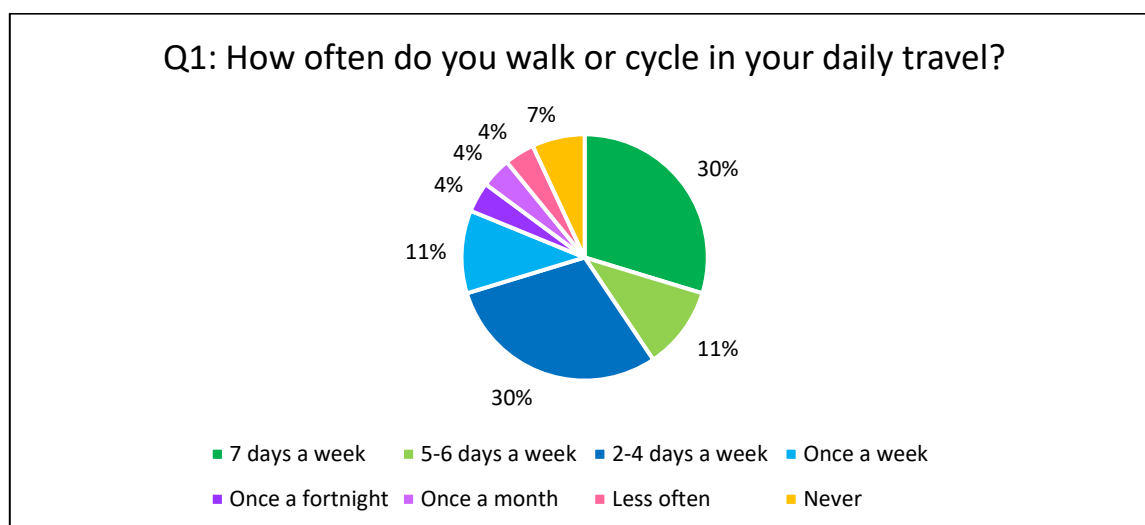
- 2.2.3 A total of 22 out of 27 participants stated that they walk or cycle at least once a week as part of their daily travel. This indicates that future improvements to active travel infrastructure within Bridgend Town are likely to have an impact on a considerable amount of people.
- 2.2.4 Despite this, 7% of residents said that they never walk or cycle in their daily travel. This figure is important as this particular group of residents will be key in providing information on the reasons for this in the next question.





**Figure 3. A chart showing the results of survey question 1, “How often do you walk or cycle in your daily travel?”, divided by the categories “in-person survey” (navy), “online survey” (orange), and “combined results” (green).**

2.2.5 Figure 3 displays the results of the first survey question, split by the answers received during the in-person survey, online survey, and a combined figure to help visualise the overall results. Figure 4 shows the combined results in a pie chart, clearly demonstrating the high level of use of active travel among residents of Bridgend Town.



**Figure 4. A pie chart showing the results of survey question 1, “How often do you walk or cycle in your daily travel?”, displaying the categories “7 days a week” (green), “5-6 days a week” (lime green), “2-4 days a week” (navy), “once a week” (light blue), “once a fortnight” (dark purple), “once a month” (purple), “less often” (light purple), and “never” (pink).**

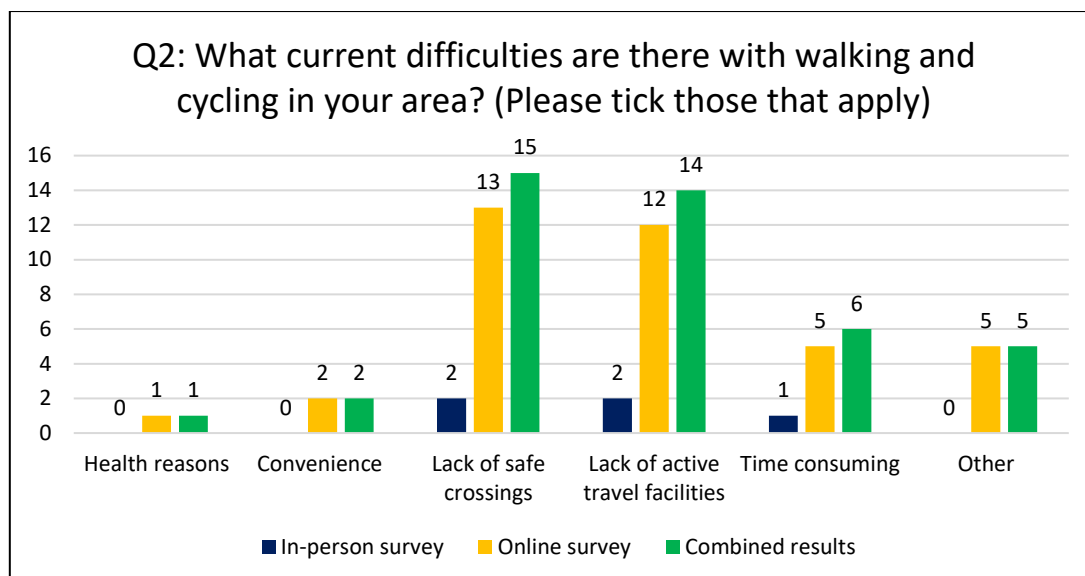
### 2.3 Q2: WHAT CURRENT DIFFICULTIES ARE THERE WITH WALKING OR CYCLING IN YOUR AREA?

- 2.3.1 In consideration of the results from the first survey question, the second question measures the difficulties that residents believe prevent them from walking and cycling more in their daily travel. The results show that lack of safe crossings (35%) is the most common difficulty faced, followed by lack of active travel facilities (33%), time consuming (14%), and other difficulties not listed in the survey (12%). Convenience (5%) and health reasons (2%) are the least common difficulties faced.
- 2.3.2 It should be noted that online respondents that selected other were not provided with a text box to list other difficulties as part of this question, and instead, were provided with the opportunity to note any further comments at the end of the survey.

<b>Q2: WHAT CURRENT DIFFICULTIES ARE THERE WITH WALKING OR CYCLING IN YOUR AREA? (PLEASE TICK THOSE THAT APPLY)</b>						
	Health reasons	Convenience	Safe crossings	Lack of active travel facilities	Time consuming	Other
IN-PERSON SURVEY	0	0	2	2	1	0
ONLINE SURVEY	1	2	13	12	5	5
<b>COMBINED RESULTS</b>	<b>1</b>	<b>2</b>	<b>15</b>	<b>14</b>	<b>6</b>	<b>5</b>

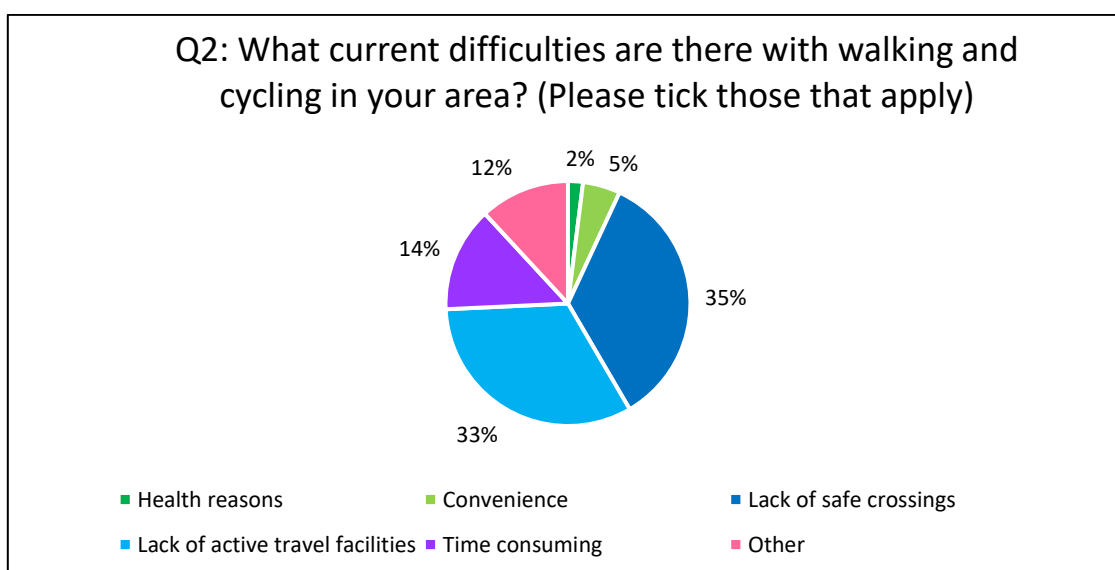
**Table 2. Results of survey question 2, “What current difficulties are there with walking or cycling in your area?”, divided by the categories “in-person survey”, “online survey”, and “combined results”.**

- 2.3.3 The results shown in Table 2 indicate that a variety of factors prevent the residents of Bridgend Town from walking and cycling more in their daily travel. The selection of lack of safe crossings and lack of active travel facilities as the main difficulties indicates that the proposed plans for the A48 active travel route, proposed in the in-person and online survey, are likely to have a positive impact and encourage increased levels of walking and cycling in the area.



**Figure 5. A chart showing the results of survey question 2, “What current difficulties are there with walking or cycling in your area?”, divided by the categories “in-person survey” (navy), “online survey” (orange), and “combined results” (green).**

2.3.4 Figure 5 presents the results of question 2, helping to visualise the main difficulties to active travel selected in the in-person, online, and combined surveys. Figure 6 clearly displays the combined survey results for question 2, demonstrating that lack of safe crossings (35%), lack of active travel facilities (33%), and other time consuming (14%) are the most common difficulties faced by Bridgend Town residents.



**Figure 6. A pie chart showing the results of survey question 2, “What current difficulties are there with walking or cycling in your area?”, displaying the categories “health reasons” (green), “convenience” (lime green), “lack of safe crossings” (navy), “lack of active travel facilities” (light blue), “time consuming” (purple), and “other” (pink).**

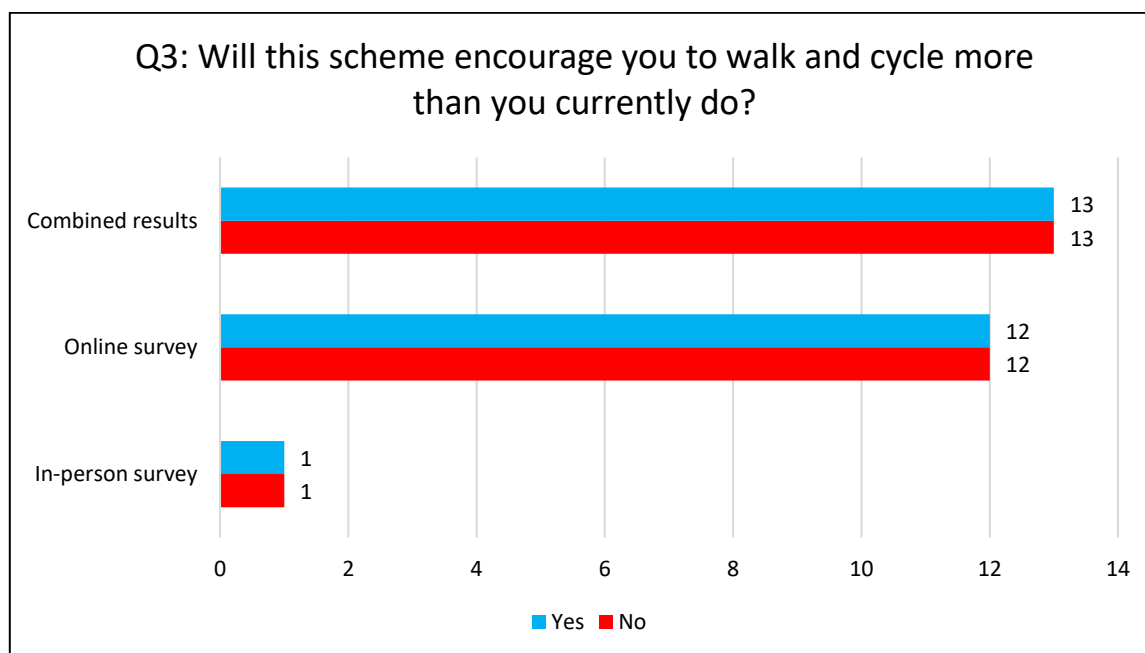
## 2.4 Q3: WILL THIS SCHEME ENCOURAGE YOU TO WALK OR CYCLE MORE THAN YOU CURRENTLY DO?

2.4.1 After highlighting the current difficulties faced with walking and cycling, the survey asks residents if the scheme would encourage them to walk and cycle more than they currently do. The combined survey results show that 50% of residents who completed the survey said that the scheme would encourage them to walk and cycle more, leaving 50% that said it would not encourage this.

Q3: WILL THIS SCHEME ENCOURAGE YOU TO WALK OR CYCLE MORE THAN YOU CURRENTLY DO?		
	Yes	No
IN-PERSON SURVEY	1	1
ONLINE SURVEY	12	12
<b>COMBINED RESULTS</b>	<b>13</b>	<b>13</b>

**Table 3. Results of survey question 3, “Will this scheme encourage you to walk or cycle more than you currently do?”, divided by the categories “in-person survey”, “online survey”, and “combined results”.**

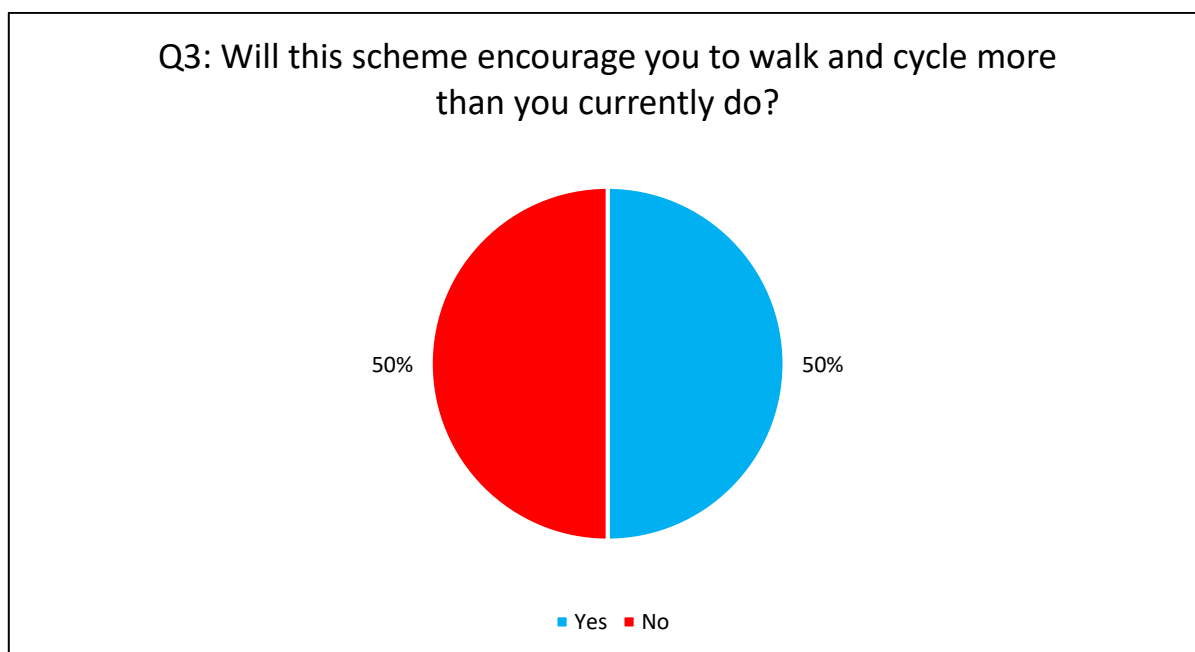
2.4.2 The results displayed in Table 3 are a clear assessment of public opinion regarding the plans for active travel in Bridgend Town and show that the scheme would encourage half of local residents to increase their level of active travel. This assessment is in line with the survey results presented and analysed in Sections 2.2 and 2.3. It should be noted, however, that 50% of residents said that the scheme would not encourage them to walk or cycle more than they currently do.



**Figure 7. A chart showing the results of survey question 3, “Will this scheme encourage you to walk or cycle more than you currently do?”, divided by “yes” (blue) and “no” (red).**



2.4.3 Figure 7 presents the results of question 3 split by survey type (online, in-person, and combined), showing that 50% of both in-person and online respondents said that the scheme would encourage them to increase their level of active travel. Figure 8 presents the overall result of question 3, clearly illustrating the same 50% divide.



**Figure 8. A pie chart showing the results of survey question 3, “Will this scheme encourage you to walk or cycle more than you currently do?”, divided by “yes” (blue) and “no” (red).**

## 2.5 Q4: DO YOU SUPPORT THE SCHEME?

2.5.1 The final survey question asks residents if they supported the scheme presented to them, in order to gain a direct measure of resident support for the active travel scheme along the A48. 56% of residents that completed the survey selected yes, with 22% choosing no, and 22% undecided.

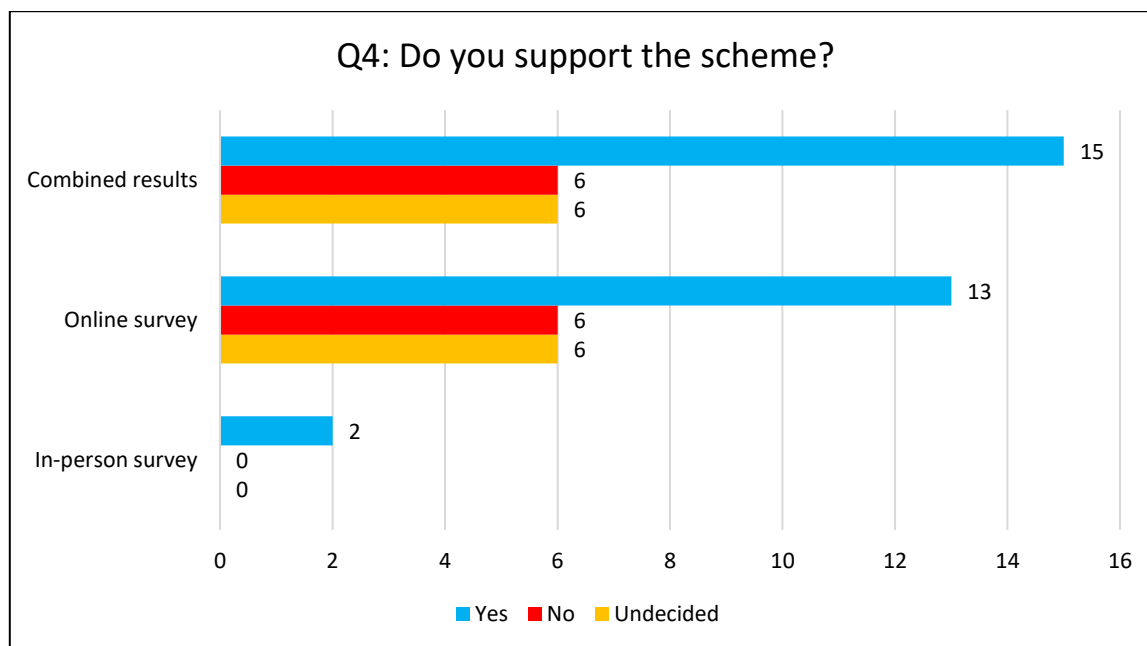
Q4: DO YOU SUPPORT THE SCHEME?			
	Yes	No	UNDECIDED
IN-PERSON SURVEY	2	0	0
ONLINE SURVEY	13	6	6
<b>COMBINED RESULTS</b>	<b>15</b>	<b>6</b>	<b>6</b>

**Table 1. Results of survey question 4, “Do you support the scheme?”, divided by the categories “in-person survey”, “online survey”, and “combined results”.**

2.5.2 The results shown in Table 4 indicate more support for the A48 active travel scheme, showing that 56% of residents support the scheme whilst only 50% said that it would encourage them to walk or cycle more.

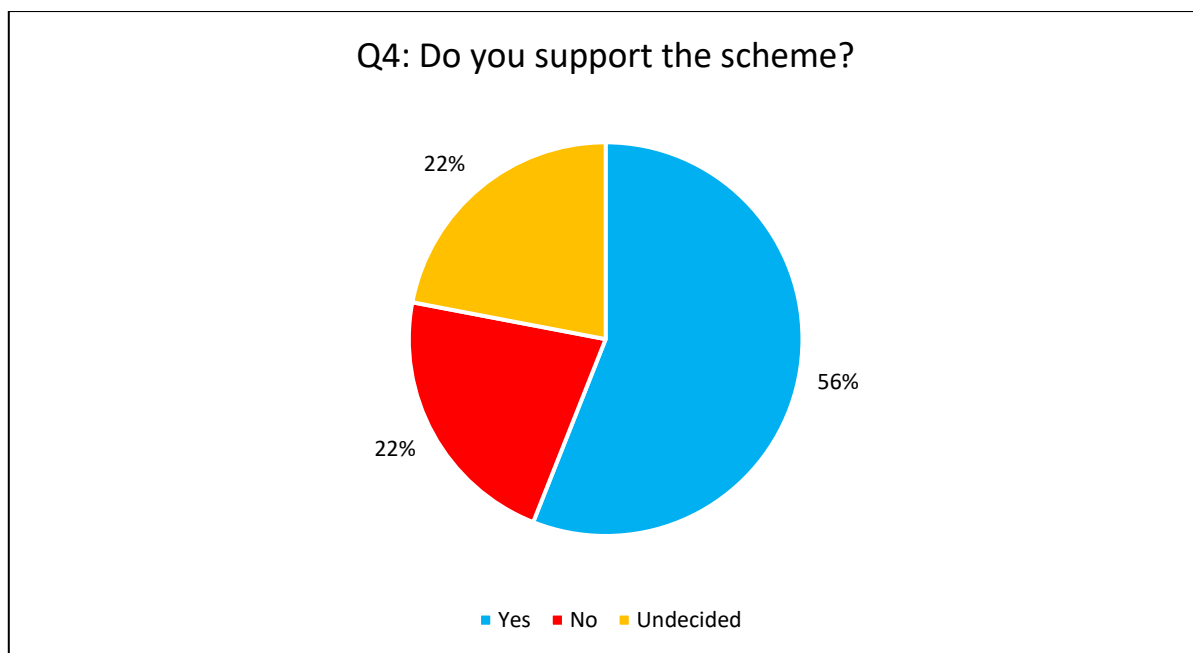
2.5.3 After completing this final question residents were then provided with an opportunity to give any further comments related to the scheme. Two residents noted again at the end of the survey that the scheme would encourage them to walk and cycle more in Bridged Town. Several residents expressed the need for additional measures, including more safety barriers at Ewenny Road roundabout crossing points, pelican crossings at several points along the A48, and a change to the A48 road speed limit.

2.5.4 The additional comments made at the end of the survey indicate that residents believe that further steps can be taken to enhance active travel infrastructure and user experience and safety along the A48. These comments will be reviewed and used to inform future discussions and considerations regarding active travel along the A48.



**Figure 9. A chart showing the results of survey question 4, “Do you support the scheme?”, divided by “yes” (blue), “no” (red), and “undecided” (orange).**

2.5.5 Figure 9 presents the results of the final survey question split by survey type (online, in-person, and combined), highlighting that 100% of in-person respondents said that they supported the scheme, while only 52% of online respondents expressed the same support. Figure 10 presents the overall result of this question, confirming that the majority of residents (56%) that completed the surveys support the A48 active travel scheme.



**Figure 10.** A pie chart showing the results of survey question 4, “Do you support the scheme?”, divided by “yes” (blue), “no” (red), and “undecided” (orange).

## 3.0 CONCLUSION

- 3.0.1 This report has presented and analysed the outcomes of recent community engagement undertaken as part of the active travel plans for along the A48, between Hernston Lane Junction and Ewenny Road Roundabout. The survey was distributed both online and at the in-person engagement session, which may have led to some duplicate responses. However, the survey did generate a degree of community participation, with opinions expressed both in support of and against the scheme.
- 3.0.2 The combined survey results from the engagement indicate that most residents walk or cycle 7 days a week as part of their daily travel (30%), followed by walking and cycling 2-4 days (30%), 5-6 days (11%), and once a week (11%), demonstrating that a significant proportion frequently utilise active travel.
- 3.0.3 Despite this high level of use, residents also indicated that a variety of difficulties prevent them from utilising active travel more as part of their daily travel. The results highlighted a lack of safe crossings (35%) as the most common difficulty faced, followed lack of active travel facilities (33%), and time consuming (14%). The selection of such difficulties as the most common suggests that the proposed plans for additional an active travel routes and infrastructure are likely to have a positive impact and encourage more walking and cycling in the area, however, there remains a need to consider alterations to the plans to better address such difficulties.
- 3.0.4 In terms of overall support for the scheme, 50% of residents said that the plans would encourage them to walk and cycle more and 56% said that they supported the plans. The results show that the majority of residents support the scheme for active travel in the Llynfi Valley. It should be noted, however, that 50% stated that the plans would not encourage them to walk and cycle more, and 44% either do not support the scheme or are undecided.
- 3.0.5 This summary reflects the community's feedback and provides valuable insights into the challenges and opinions that need to be considered when evaluating the proposed scheme.

### 3.1 WHAT HAPPENS NEXT?

- 3.1.1 A lot of positive feedback was garnered from both the in-person engagement session and the questionnaire-based surveys. The in-person engagement session offered attendees the opportunity of expanding their views and opinions of the proposal, an opportunity that the questionnaire-based surveys did not offer. The opinions and views expressed, preferences declared have been taken into consideration in revising where relevant, scheme objectives, scheme outputs and where practicable contributed to better design.
- 3.1.2 The Active Travel Programme is an ongoing multi-year project that is funded through Welsh Government and subject to an annual grant bidding process. Consequently, single routes, especially routes that are very long can only be delivered on a phased basis due to the funding. Engagement sessions do not necessarily lead to a scheme being funded in the year in which the scheme is developed. The benefit of developing schemes and engaging communities on them constitute a crucial part of the council's forward planning process and meet the scheme development requirements defined by both Welsh Government and Transport for Wales.



- 3.1.3 Bids for schemes are submitted annually and are approved on the basis that they are delivered during one financial year, it is not always possible that projects can undergo feasibility, detailed design and implementation within the timescales allowed. The Active Travel Programme is the largest ongoing strategic transport commitment and is considered as being essential to encouraging a 'modal shift' from reliance on private motor vehicles to sustainable modes such as walking and cycling.
- 3.1.4 Active travel schemes constitute the bulk of the council's strategic transport programme. Engaging the public as part of the scheme development programme informs the cabinet of the decision-making process.
- 3.1.5 On 10<sup>th</sup> of December 2024 cabinet approved a report on strategic transport projects in the county borough among which was the A48 active travel route, which is currently undergoing preparatory works and will be a core scheme to be submitted for active travel funding 2025-2026.
- 3.1.6 Members will be given regular updates on the scheme whilst welcoming any additional comments and feedback that residents may have.
- 3.1.7 This report will be disseminated via council's website in bilingual form.

## 4.0 APPENDICES

### APPENDIX A: COPY OF THE BRIDGEND TOWN SURVEY



## BRIDGEND TOWN COMMUNITY ENGAGEMENT SESSION

18/09/2024

Bridgend County Borough Council are investigating walking and cycling in Bridgend Town. We'd love to hear your experiences with active travel and your thoughts on the proposed changes to your area. We greatly appreciate your feedback and thank you for your time.

### How often do you walk or cycle in your daily travel?

Frequency	Please Tick
7 days a week	
5-6 days a week	
2-4 days a week	
Once a week	
Once a fortnight	
Once a month	
Less often	
Never	

What current difficulties are there with walking or cycling in your area? (Please tick those that apply)

Health reasons	
Convenience	
Lack of safe crossings	
Lack of active travel facilities	
Time consuming	
Other (please specify)	

Will this scheme encourage you to walk or cycle more than you currently do?

Please Tick		
Yes	No	Undecided

Do you support the scheme?

Please Tick		
Yes	No	Undecided

Further/additional comments: